



Battle Road Scenic Byway Committee

Date: December 9, 2020

Time: 10-11 a.m.

Join Zoom Meeting

<https://town-arlington-ma-us.zoom.us/j/95094785428>

Meeting ID: 950 9478 5428

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Attendees: Clarissa Rowe, Chair (Arlington); Ali Carter (Arlington); George Parsons (Arlington); Paul Fennelly (Arlington); Elizabeth Hughes (Concord); Marcia Rasmussen (Concord); Beth Williams (Concord); Paula Vaughn-MacKenzie (Lincoln); BJ Dunn (NPS); Tim Moore (NPS); Richard Canale, Vice Chair (Lexington); Bob Domnitz (Lincoln); Jill Hai (Lexington); Casey Hagerty (Lexington); Connie Raphael (MassDOT); Derek Shooster (MassDOT)

Guests: Beth Melofchik

Minutes

1. Approval of minutes of 1/23/20 and 2/27/20 meetings
 - a. Connie Raphael asked to amend the February 27th meeting minutes to include her presence. Motion made to approve as amended by Richard Canale, seconded by Clarissa Rowe. Minutes of both meetings unanimously approved.
2. FHWA Scenic Byway announcement: No news yet, but announcement is expected by December 25th. Recommendations have been made to the FHWA but we do not know what they are.
3. Time Tracking: Ali will take the spreadsheet previously used for tracking hours and will put them in a shared Google Drive document. Committee members will track their hours back to the beginning of 2020 and then will continue to track them on a monthly basis going forward. Hours devoted to committee work includes meeting time, preparation time, drafting minutes, time spent on projects, etc.

4. Website update: Jill Hai pointed out an error in the labelling of the Lexington Visitor Center on BattleRoadByway.com, which Ali and Richard will fix.
5. Freedom's Way update: There will be a grant available through Freedom's Way in February, and we should plan to apply for that grant.
6. Goals and Work Plan: Assuming we get the FHWA All-America Road designation, how should we celebrate and promote it?
 - a. Beth Williams shared that Concord has a new tourism website called VisitConcord.org. There is also a monthly newsletter and a brochure rack at the Visitor Center in Concord. They will also have a tv screen next year, and they are planning lots of outdoor activities due to COVID.
 - b. Lexington representatives shared that they can do all of the same things that Concord offered. They can also help with updates to BattleRoadByway.org. There will soon be a visitor kiosk in Lexington Center that will provide another promotional opportunity as well as the interactive display in their Visitor Center.
 - c. It was suggested to add a sign for the Battle Road on Mass Ave at the Battle Road bridge.
 - d. There was discussion of creating an app. Ali believes we need greater capacity to manage an app. Jill Hai suggested that a volunteer could do it, as a Lexington High School student created an app to support local businesses during the pandemic. She will look into a similar partnership with high school students for a Battle Road app. NPS representatives shared that the Park Service is no longer promoting app development but rather well maintained responsive websites that work well on mobile devices are more appropriate. Volunteers can also be unreliable because they are unpaid, so it might be better to work with BattleRoadByway.org rather than create a new app that we don't have the capacity to manage. Committee members agreed that making an active calendar on the website is a good first step to promoting and managing events, and maybe we can get funding for the creation of a calendar function through Freedom's Way, Massport, or the National Scenic Byway Foundation. Lexington staff recommended that web content should be available in multiple languages, as there are lots of German, French, Japanese, and Chinese visitors as well as from other places around the world. Some websites auto-translate, and we should assure that BattleRoadByway.org does as well. We should plan to have this done in three years to be on time for the semiquincentennial, which is four years off.
7. Member reports
 - a. Concord: Cambridge Turnpike roadway improvements are moving along with a soft opening in December and January. There are

issues with guardrails and utilities. There is a CPA-funded project to purchase property adjacent to Emerson House for a conservation restriction.

- b. Minute Man NHP: Alternate Transportation shuttle feasibility study to be completed by February. Lots of preservation funding should be coming online soon. Park is starting to plan for Patriots Day in 2021. They may have a larger event in the fall rather than the spring.
- c. Lexington: Just completed a busy Town Meeting. Considering moving an historic house on Town property in Lexington Center. Acquired land near the Bikeway for kiosk and bike repair stand. Mass Ave streetscape project to begin after Patriots Day.
- d. Lincoln: Rt. 2A MassDOT project, which started as a repaving project, now has pedestrian and safety amenities. Minuteman Regional Voc-Tech High School will have athletic fields and lighting but no Field House due to a reduction in scale of the project. No loudspeaker or tennis courts.
- e. MassDOT: Rt. 2A project preliminary designs are coming out in March but are currently still open to public comment. Bruce Freeman Trail project ongoing. The Bedford extension of the Minuteman Bikeway is scheduled for 2023. There will be a new round of TIP development in January.
- f. Arlington: Received to MassDOT Shared Streets grants. Applying for Local Rapid Recovery Planning grant in collaboration with Lexington and Bedford with a focus on the Minuteman Bikeway. CPA-funded Old Burying Ground project using ground-penetrating radar suggests there may be a mass gravesite in the cemetery. Ongoing CPA-funded work at the Jason Russell House to install a ground-source heat pump system in the building.

Next meeting: Thursday January 28th at 10 a.m.